



January 29, 2020

To: Matthew W. Hart, Town Manager

From: Essie S. Labrot, Town Clerk/Council Clerk

The Town Council at its meeting held on January 29, 2020 withdrew the Ordinance Permitting Sponsorship Signs in Municipal Signs.

WHEREAS, the ordinances of the Town of West Hartford currently prohibit advertising signage in municipal parks, and;

WHEREAS, youth leagues organize and operate recreational sports activities under the auspices of the All Sports Council on Town-owned facilities managed by the Town of West Hartford Department of Leisure Services Pursuant to special use permits granted by the Plan and Zoning Commission and;

WHEREAS, youth leagues solicit sponsorships from local businesses to mitigate the cost of recreation to their participants and, on occasion, partner with the Town to support maintenance or capital improvement projects, and;

WHEREAS, West Hartford Town Council has determined that some signage may be acceptable in municipal Parks and playfields to further encourage such sponsorships, subject to appropriate regulation

NOW, THEREFORE, BE IT ORDAINED BY THE TOWN COUNCIL OF WEST HARTFORD THAT
Subsection 177-33E of the West Hartford Code of Ordinances is hereby amended by the addition of the following subparagraph thereto:

(13) Sponsorship signs in municipal parks and playfields. Each sign installed pursuant to this section must be located at a field of play owned or operated by the Town of West Hartford that for which a special use permit has been issued by the Plan and Zoning Commission.

- (a) Maximum individual sign area: Single-faced only, 20 square feet
- (b) Maximum number of signs: No limit but restricted to locations identified below.
- (c) Location: 15 feet back of street line and facing the field of play. Must be attached to an outfield, end line or end zone fence associated with the field of play.
- (d) Duration: Sponsorship signs shall be removed immediately after the completion of the playing season and in no case shall be permitted for a period longer than five months in a calendar year.
- (e) No permit required.
- (f) The provisions of this subparagraph 13, permitting sponsorship signs in municipal parks and playfields, shall expire on October 31, 2021 unless the Town Council, acting as the Town's zoning authority, readopts this subparagraph before said date.

cc: Dallas Dodge, Corporation Counsel
Mark McGovern, Director of Community Services
Todd Dumais, Town Planner
Helen Rubino-Turco, Director of Social & Leisure Services
Marc Blanchard, Leisure Services Manager